



NEWS RELEASE

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Top Sales Guru Turns Breakthrough Specialist

Santa Ana, CA – What does it take to reach your potential? How trite to say ‘the desire and willingness to change’ and yet, in many cases the individual is the largest obstacle to accomplishment. John O’Keefe, founder of The Center for Peak Performance (www.NoStressForYou.com) and a Breakthrough Specialist uses subconscious training and coaching to facilitate ‘good’ changes in his clients, replacing bad habits with positive ones.

O’Keefe spent over 18 years in the Healthcare Industry as a top sales guru, gravitated to motivational training and along the way decided to go to work for himself. He had the confidence based on his extensive experience and the results he was achieving in his training seminars. He was less sure about his business acumen. He contacted SCORE “Counselors to America’s Small Business” to discuss his plan. “I think I was seeking validation and I got it”, said O’Keefe. “I met with Betty Otte, one of their volunteer counselors with an extensive marketing and business background”. They discussed his concept, the market and how to position himself in the marketplace. “She was very encouraging and gave me some good pointers”.

O’Keefe has been in business nearly two years and credits SCORE with providing the initial support and guidance he needed to launch his business. “Betty kept me focused and on track, and gave me some very good suggestions for my marketing materials.” O’Keefe is in the business of helping people reach their potential in their professional and personal lives. SCORE’s mission is to assist prospective and current business owners fulfill their dreams of starting and building successful businesses. SCORE, partially funded by the U.S. Small Business Administration, provides free, confidential counseling and low-cost workshops on business-related subjects. For more information about Orange County SCORE or to explore volunteer opportunities contact SCORE at (714) 550-7369 or visit their website at www.score114.org. To locate a chapter in your area visit the national website at www.score.org. For information on SBA’s programs and services contact the Santa Ana District Office at (714) 550-7420 or visit their website at www.sba.gov/ca/santa.

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